

BRAND AND PRODUCT LAUNCHES

MAKE A SPLASH

Our spaces flex to your needs, allowing you to host a launch like no other. Soaring indoor and outdoor spaces provide the ultimate backdrop, allowing your brand or product to take centre stage. Make the most of our event-optimised, industrial but modern space.

Well-connected and in the heart of Manchester, our striking building is the perfect blank canvas to draw attention to your brand. Whether you're providing customers with a hands-on experience, creating content for future use or hosting an exclusive after party, this is a place to gather, meet and innovate.

As the UK's most significant cultural landmark since the Tate Modern, audiences won't forget their time spent here.

And when you choose to host at Aviva Studios, you directly help us to widen engagement with the arts and develop the next generation of creative talent.

**“YOU CAN REALISE AN
AMBITION OR VISION HERE
AND NOW IN THIS PLACE...
IT'S A TWO-WAY STREET
BETWEEN MANCHESTER AND
THE REST OF THE WORLD.”**

Peter Saville CBE

View our Venue Hire brochure
to learn more about our spaces

MANCHESTER – THE PLACE WE CALL HOME

- 3rd most visited city for international tourists to the UK
- 2nd biggest music economy in the UK
- 3rd best city in the world, according to Time Out readers in September 2021
- 2nd most creative city in Europe, with a GVA of £1.4bn to the city from culture and creative industries

HISTORY IN THE MAKING

- Listed in Time Out's '23 Best Things to Do in the World in 2023'
- UK's largest cultural landmark since the Tate Modern

WE'VE GOT SOMETHING SPECIAL

- Over 15 years' experience producing the globally renowned Manchester International Festival
- Diverse team of 16 in-house experts covering all aspects event production and managers
- Access to technical expertise in lighting, sound and more

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WE'RE A BIT DIFFERENT

WE'RE SHAPE- SHIFTERS

We have four unique, industrial yet modern spaces – the Warehouse, the Hall, the Public Realm and the Social – that flex to your needs.

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THE WAREHOUSE

- 🏠 A retractable wall allows you to reconfigure the space into the North and South Warehouse
- 📄 Acoustic separation and allowing multi-use across the venue at any one time
- 🚚 Direct articulated truck access
- 🔧 Anchor points in the wall to support any kind of mount or rigging
- 🏠 Universal technical grid across the ceiling

THE PUBLIC REALM AND THE SOCIAL

- 🏠 Supplementing Riverside Square, the Undercroft runs below Factory International, creating a covered external space and enabling filming to take place year-round
- 🔌 External power supply
- 📶 WiFi provision within the Undercroft
- 📍 Connected to neighbouring St John's business and leisure district

THE HALL

- 🔌 AV, stage and lighting inclusions available
- 🏠 Varying stage depths
- 📄 Flexible stall seating, or can be removed entirely
- 🏠 Tiered seating
- ♿ Wheelchair access on all levels
- 🏠 Foyer bars, with impressive views across the city
- 🏠 Proscenium wall with option to connect to the Warehouse